


What is Claimed is:

1. In a system for scheduling  advertisements for presentation to users on their television equipment, a method comprising:
receiving a plurality of digital interactive advertisements;
receiving electronic orders from customers for certain interactive advertisements that the customers desire to have displayed to the users;
and
scheduling how the interactive advertisements are displayed on the television equipment of the users based on the electronic advertisement orders.

2. The method defined in claim 1, wherein receiving a plurality of digital interactive advertisements includes receiving a plurality of digital interactive advertisements at a main computer at a main facility.

3. The method defined in claim 1, wherein receiving a plurality of digital interactive advertisements includes receiving a plurality of digital interactive advertisements at a local computer at a television distribution facility.

4. The method defined in claim 1, wherein receiving electronic orders includes receiving electronic orders at a main computer at a main facility.

5. The method defined in claim 1, wherein receiving electronic orders includes receiving electronic orders at a local computer at a television distribution facility.

6. The method defined in claim 1, wherein scheduling includes scheduling by user television equipment.

7. The method defined in claim 1, wherein receiving a plurality of digital interactive advertisements includes receiving the advertisements via an Internet communications connection.

8. The method defined in claim 1, wherein receiving electronic orders includes receiving the orders via an Internet communications connection.

9. The method defined in claim 1, further comprising determining a price for electronic orders.

10. The method defined in claim 1, further comprising determining a price for electronic orders based on electronic order information included in each electronic order.

11. The method defined in claim 1, further comprising determining a price for electronic orders based on how the interactive advertisements are scheduled to be displayed.

12. The method defined in claim 1, further comprising determining a price for electronic orders based on how the interactive advertisements are scheduled to be displayed and based on delivery success rates.

13. In a system in which interactive advertisements are displayed for users in an interactive television application running at least partially on user television equipment, wherein the interactive television application displays screens on the user television equipment, and wherein related screens are grouped into various screen groups, a method comprising:

- receiving orders for interactive advertisements to be displayed with the interactive television application;

- assigning priorities to each of the interactive advertisements;

- assigning each of the interactive advertisements to one of the screen groups; and

- displaying the interactive advertisements with the interactive television application, wherein each advertisement is displayed on one of the screens in the group to which that interactive advertisement is assigned, and wherein the interactive advertisements that are displayed on a screen in a given screen group are displayed based on their assigned priorities.

14. The method defined in claim 13, wherein the interactive television application is an interactive television program guide application, and displaying includes displaying the interactive advertisements with the interactive television program guide application.

15. The method defined in claim 13, wherein assigning priorities includes assigning to at least one of the interactive advertisement more than one priority.

16. The method defined in claim 13, wherein assigning priorities includes assigning to at least one of the interactive advertisements more than one priority; and wherein assigning screen groups includes assigning a screen group in combination with each assigned priority.

17. In a system in which interactive advertisements are displayed for users in an interactive television application running at least partially on user television equipment, a method comprising:

receiving orders for interactive advertisements to be displayed with the interactive television application;

assigning each interactive advertisement to a day part; and

displaying the interactive advertisements with the interactive television application based on the assigned day part.

18. The method defined in claim 17, wherein the interactive television application is an interactive television program guide application, and displaying includes displaying the interactive advertisements with the interactive television program guide application.

19. The method defined in claim 17, wherein the orders include information on a desired day part.

20. The method defined in claim 17, wherein assigning includes assigning day parts based on the received orders.